



Employee & Family Resources, Inc.®

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EXHIBIT I TO AMENDMENT NO. 2 TO APPLICATION OF FORM 314 (Supplemental to Section III)

Implementation of Employee & Family Resources, Inc. Educational Mission Through Operation of Proposed Low-Power FM Radio Station

In 1964, Employee & Family Resources, Inc. (EFR) was incorporated as—and remains today—an affiliate of the National Council on Alcoholism and Drug Dependence (NCADD). EFR was granted its 501(c) (3) status by the Internal Revenue Service in June 1965. This exemption remains in full force and effect.

EFR is a charitable organization. Its mission is “to provide solution-focused resources . . . enhancing lives one person at a time.” Its programs and services are educational in nature, as follows:

- Substance abuse and violence prevention
EFR provides substance abuse and violence prevention services throughout Polk County, Iowa. Ten full-time staff are trained in national best-practice program models that are implemented at area schools, faith-based organizations, workplaces and similar forums, to educate youth and adults regarding substance use as a means of preventing substance abuse and addiction.
- Assessment and referral services
EFR provides substance abuse assessment and referral services that assist individuals referred by the courts, probation and parole officers, lawyers, employers, family members—as well as those who self-refer. Through the assessment process, individuals are educated about the nature of substance abuse and addiction, and assisted in determining their need for substance abuse treatment.

EFR also provides assessment and referral services through its employee assistance program (EAP), a comprehensive set of workplace services that raise people’s awareness of mental health, substance abuse and other common barriers to successful work performance. Individuals are assisted in accessing needed services to address problems through a clinical assessment or a coaching process.

- Case management services
EFR provides professional case management services for youth and families addressing multiple problems, including failure in school by the youth. Participants are educated in available community resources, and are supported in accessing needed services.



United Way



EFR also provides case management services to the deaf and hearing-impaired community through a professional case manager who is deaf.

- Personal and professional development services

EFR provides educational programming designed to assist individuals and organizations in improving their functioning. Topics include cultural competence, managing stress and change and resolving conflict.

EFR seeks to support and enhance the educational component of its mission through the low-power FM ("LPFM") radio station for which it is seeking transfer of the existing Construction Permit ("CP") previously granted to Hoyt Sherman Place Foundation. If transfer of the CP is granted and an operating license is subsequently approved, EFR will utilize the LPFM to expand its educational mission through two primary means:

1. EFR will incorporate into daily programming regular, brief but informative "Public Service Programs." These will highlight topics of interest and importance to the community, including such things as notice of upcoming events related to substance abuse prevention; education regarding substance abuse and treatment trends in the area; reminders of available trainings on diversity, balancing work and family, harassment and the safe workplace, etc.; and a community human services calendar through which other similarly positioned organizations can get their message and events before the public.
2. EFR also intends to broadcast educational discussion programs—forums, interviews and other public interest programming—that address human service topics of interest and importance to the community. These programs would be one- to two-hours in length, depending on the topic and participants. Station guests would include elected officials, representatives of other not-for-profit organizations and community foundations, business and educational leaders, youth, faith-community leaders, parents and others supporting the mission of EFR. By generating increased awareness of the issues that are commonly addressed by EFR and other not-for-profit, charitable organizations in the community, such programming will increase utilization of the important and effective services offered throughout the community by its charitable organizations, resulting in a healthier, safer and more productive community.

Fundamental to these educational efforts is programming that will establish a growing listener base, providing an overall mix of programming that includes quality music as well as topics of general community interest. In addition to those interest topics covered by EFR, station programming will feature other topics of local interest such as the arts, literature, local musicians and live-venue entertainment—all recognized as essential components of a healthy and well-grounded community and lifestyle.

As in all of its programs and services, EFR is committed to excellence. In this case, EFR is committed to the management of a top quality LPFM radio station in Des Moines that will bring to the airwaves the educational voice of human services in a way not previously enjoyed by the community.